The Rancho Reporter

THE RANCHO REPORTER serves the El Toro, Irvine, East Irvine, Laguna Hills, Mission Viejo and University Park areas. Published every Wednesday. 837-6500.

Vol. 2, No. 14 "To inform and serve..." Wednesday, February 21, 1968

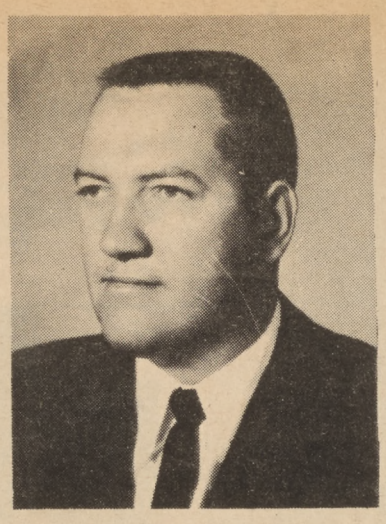
O'NEILL DEDICATION-When Marguerite M. O'Neill Elementary School in Mission Viejo was dedicated last week, the school's namesake, a spry 88, attended the function. She is shown (on stage, holding program) flanked by her two children, Richard O'Neill and Mrs. Waldo Avery. Mrs. O'Neill presented several sets of encyclopedias to the school, in turn received the library scene painting shown next to the American flag.

Irvine Company Appoints Officials

Daniel A. o'Farrell, tormer manager of Fashion Island, has been named commercial property manager for The Irvine Company, according to an announcement made today by Albert J. Auer, vice president of real estate. Replacing O'Farrell as head of the 75-acre shopping complex in Newport Center is Kent A. Berge, former manager of Irvine neighborhood centers and commercial lessees.

O'Farrell, who was general manager and director of promotion for Bullock's Realty Corporation before joining The Irvine Company in 1966, has been responsible for management of all phases of Fashion Island's operation since its September grand opening. Prior to the opening, he was in charge of all promotional activities for the shopping complex.

In his new position, O'Farrell will be charge of all Irvine commercial operations, including the Irvine office buildings, now under construction, the Newport-based marinas and all retail center.



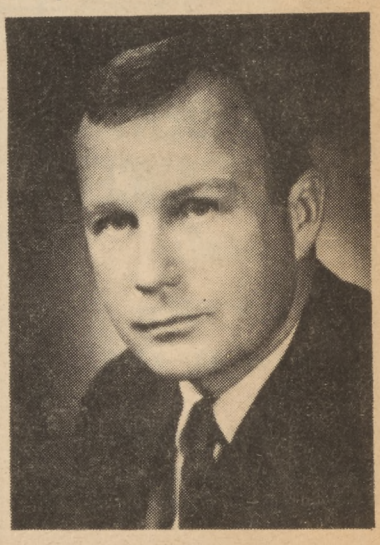
Daniel A. O'Farrell

A graduate of California State College Fullerton, he is an associated member of the International Council of Shopping Centers. He also is a member of the Newport-Balboa Rotary Club, Newport Beach Chamber of Commerce Commodores, a board member of the Orange County Coast Association, and a member of the BOARD OF DIRECTORS FOR THE Laguna Opera Association.

Berge joined The Irvine Company as a planning assistant in 1961. For the past year, he h managed Bayside Cente Westcliff Shopping Cente Eastbluff Village Center an Irvine Town Center, adjacent t the UCI campus, and other commercial developments.

A graduate of the University of Southern California with a degree in business administration, Berge has taken several University of California extension courses in real estate, commercial and investment properties. He is a member of the International Council of Shopping Centers.

O'Farrell lives in Santa Ana, and Berge is a resident of Newport Beach.



Kent A. Berge

Saddleback JC Passes Resolution

Saddleback Junior College Board of Trustees has adopted a resolution supporting current law exempting a $300 seat tax for new college districts.

The resolution opposes any revision of the education code that would obligate Saddleback to financially aid another junior college with building and equipment costs.

Trustee President Hans Vogel said the so called seat tax only refers to capital improvements and that other districts accommodating Saddleback District students are paid about $600 for each student to defray cost of education.

A change in the current code could mean payment of one-half million dollars to other districts by Saddleback District taxpayers, Vogel said.

A baby was born to Mr. and Mrs. Eddie A. Knipp of 24681 Calle; El Toro Grande recently at the Santa Ana Community Hospital. The mother and baby is doing fine. The boy weighed in at 8 lbs. 7 ozs. and is 21" inches long.

Wells To Head Drive

W. T. Wells, Manager of the Mission Viejo branch of the United California Bank, was recently named to head up the Heart Fund Business drive in that area, according to County-wide Business Chairman Emory Hines, Vice-President and Manager of the United California Bank in Buena Park, 7501 Commonwealth.

As a banker Wells is familiar with good investments. "An investment in the Heart Fund," he said, "is the best investment a business can make, both for the welfare of the employee, and the welfare of the company."

If you are missed in the business solicitation which began officially February 5th, you may make your contribution directly to the Orange County Heart Association, 1043 West 8th Streets, Santa Ana,

Church Programs

A combined Christian education and children's choir program was launched recently by the Geneva Presbyterian Church.

Scheduled at 3:30 P.M. each Thursday at St. George's Episcopal Church, El Toro Road and Whisler Drive, the program is equivalent to a Sunday School and choir for children, ages 6 to 12.

PICTURED ABOVE ARE JAN STEARNS, CLARK FARRELL,AND JACK KEILSON (the dog) in a scene from the comedy, "The Man in the Dog Suit." The play, produced by Rancho Community Players and directed by Sim Hubbard, opens this week-end at Mission Viejo High School. Performances will be at 8:30 PM the nights of February 22, 23, 24, and March 1 and 2. For reservations phone Mrs. Art Gordon at 837-8210 or Mrs. David Pennington at 837-2222.

Kiwanis Speaker

Walter Danforth, Manager of Public Relations and Economic Planning for Coast Federal Savings, was the guest speaker last week at the Kiwanis Club of Mission Viejo.

Denforth spoke on "Inflation: The Economics of Delusion." He was sponsored by the Kiwanis Club of Santa Ana.

The local service club meets every Tuesday at 7:15 a.m. at the Mission Viejo Inn.

El Toro Irvine Little League

The El Toro-Irvine Little League will hold a meeting tonight at the Irvine School at 14736 S.W. Sand Canyon Ave., East Irvine, from 7 to 10 p.m.

Election of new officers will take place and a discussion of the new boundry lines. Boys that played last year can find out which league they will play in.

Olivewood Honors Principal

Stuart Cunningham, principal of the Olivewood School, received a life, honorary membership to the local PTA, according to Nancy Blackman, publicity chairman.

The Olivewood PTA is planning a dinner for March 19th.

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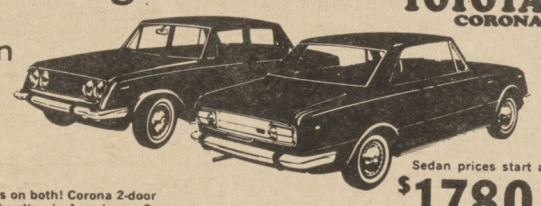

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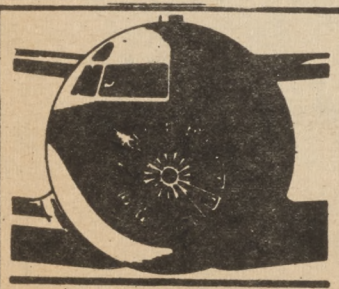

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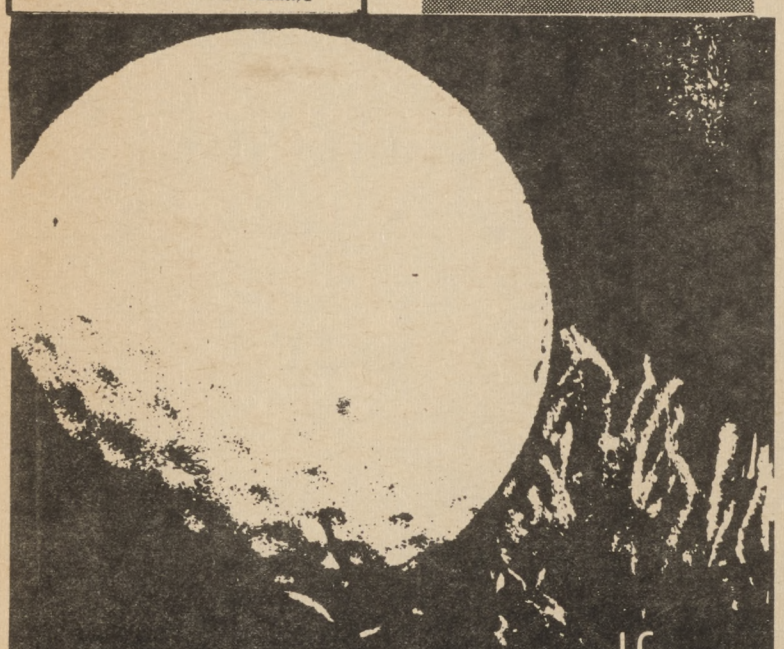

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ALCOHOLISM NEGLECTED?

The problem of alcoholism isn't getting the attention it merits, according to Secretary of Health, Education, and Welfare John Gardner. In a report issued by the National Institute of Mental Health, he declared that alcoholism "is an illness—no more moral or immoral than tuberculosis or pneumonia or schizophrenia—and our ways of dealing with that illness have been shockingly inadequate."

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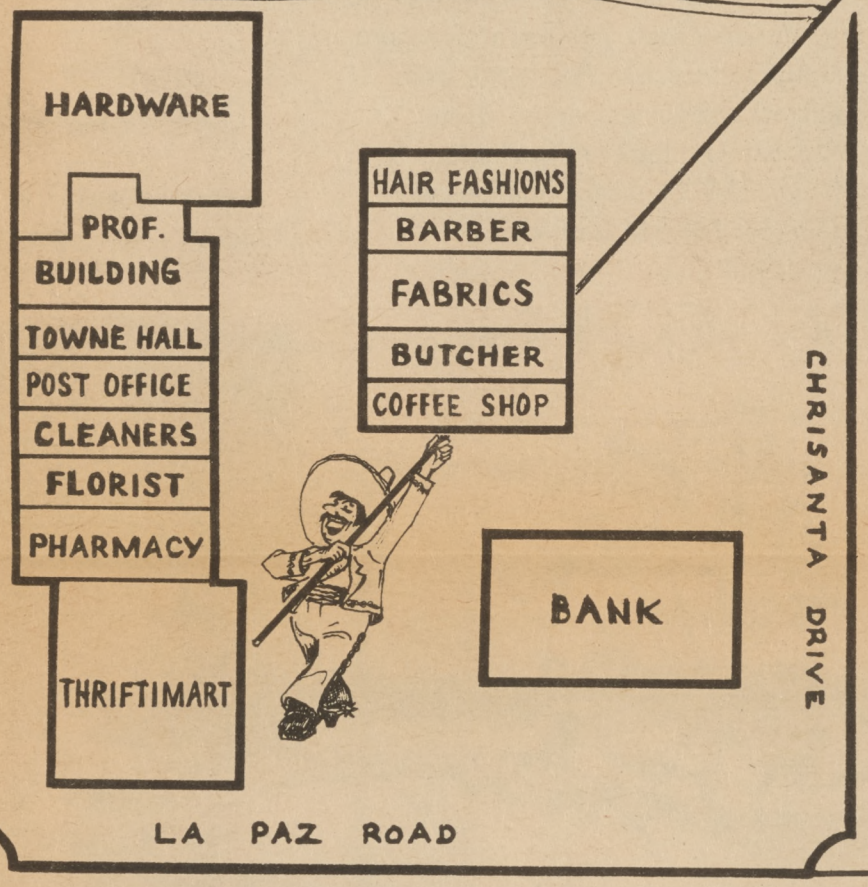

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